

PRESS RELEASE

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HARVEST FOR HUNGER KICKS OFF 12th ANNUAL DRIVE

MAYOR JANE L. CAMPBELL ANNOUNCES 2003 DRIVE GOAL: \$1.8 AND 1 MILLION POUNDS OF FOOD

CLEVELAND, February 28, 2003 – Mayor Jane L. Campbell and Kaiser Permanente of Ohio's President Patricia D. Kennedy-Scott, Co-Chairs of Harvest for Hunger 2003, announced that Northeast Ohio's annual fund and "foodraising" drive will attempt to raise \$1.8 and 1 million pounds of food, a five percent increase over last year's total. They announced the goal while manning the cash registers and donning smocks at the Dave's Supermarket in Ohio City, 2700 Carroll Avenue, today.

Mayor Campbell and Kennedy-Scott sold \$1 and \$5 coupons to promote Harvest for Hunger's "Check Out Hunger" program, an opportunity to give cash donations at the registers of participating supermarkets: Dave's, Giant Eagle, Tops, Fisher Foods, Heinen's, and Acme. Harvest for Hunger is sending a message that a monetary gift made at the supermarket is a more effective way to help those in need than bringing in food from home.

"With a \$1 donation, foodbanks locally can provide seven boxes of pasta, 19 cans of tuna fish or six jars of peanut butter to those in need, so much more food than the average person shopping for groceries," said Courtney G. Watson, Executive Director of the Greater Cleveland Committee on Hunger (GCCH). "Another way of looking at it is \$1 can provide four nutritious meals for those in need - a high protein entree, a starch and a fruit or vegetable. That's a lot of tuna casserole for \$1."

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Mayor Campbell gave the public a shopping list of ways individuals or organizations can help Harvest for Hunger this year. They include:

- Help "Check Out Hunger" by giving a \$5 or \$1 non-taxable contribution at the register of participating supermarkets (listed above).
- Send your tax-deductible gift to Harvest for Hunger, PO Box 318005, Independence, Ohio 44131-8005, or give online at www.harvestforhunger.org.
- Organize a food and funds drive at your school or workplace by calling (216) 436-2200.
- Pull the signature Harvest for Hunger grocery bag out of the **Sunday, March 2** edition of your local newspaper. Use it to make a cash donation or fill it with the "Super Six" most-needed food items (peanut butter, tuna fish, canned vegetables, beef stew, canned or boxed baby food and boxed pasta) and take it to a participating supermarket (listed above). These are the items that foodbanks have difficulty getting donated and are extremely high in nutritional value.

Thanks to the generosity of donors throughout Northeast Ohio's 19 counties, \$1.7 million and 1 million pounds of food were collected last March. The drive will run from March 1 through March 31, 2003. Harvest for Hunger is coordinated by the Greater Cleveland Committee on Hunger and supports more than 540 emergency food programs in Northeast Ohio.